

c.) Amendments to the Claims

1. (Currently amended) A method for providing an on-line purchase award incentive program, including the steps of:

providing a program web site;

accepting user registration with said program and storing the name and ~~email~~ e-mail address of each registered user in association with a respective program account;

providing a web page listing a plurality of vendors , all of said vendors participating in said program, said web page enabling click-through connection to the web sites of any of said participating vendors;

establishing an e-mail address for said program web site;

each registered user electively transacting at least one purchase directly with the web site of one of said participating vendors;

each registered user using said e-mail address of said program web site during each purchase transaction with a web site of one of said participating vendors;

reporting said at least one purchase to said program web site via e-mail after the purchase is completed;

crediting the account of the respective registered user with purchase award points according to the dollar amount of said at least one purchase;

reiterating said steps of purchasing, reporting, and crediting to accumulate purchase award points in the respective account of each registered user; and,

each registered user electively redeeming purchase award points in the respective account for goods and/or services.

2. (Currently amended) The method for providing an on-line purchase award incentive program of claim 1, further including the step of providing a database server and an ~~email~~ e-mail server with said program web site.

3. (Currently amended) The method for providing an on-line purchase award incentive program of claim 2, further including the step of storing data concerning registered users associated with ~~email~~ e-mail addresses, program accounts, purchases, and award points.

4. Canceled

5. Canceled

6. Canceled

7. (Currently amended) The method for providing an on-line purchase award incentive program of claim ~~5~~ 1, wherein each purchase transaction of a registered user with the web site of one of said participating vendors is first confirmed via an ~~email~~ e-mail confirmation to said program web site, and said

program web site subsequently sends an ~~email~~ e-mail confirmation of the purchase transaction to the registered user.

8. (Currently amended) The method for providing an on-line purchase award incentive program of claim 7, wherein said ~~email~~ e-mail confirmation to said program web site is parsed to determine purchase data, including at least the dollar amount of purchase.

9. (Original) The method for providing an on-line purchase award incentive program of claim 1, wherein said participating vendors may include commission sponsors, and further including the step of periodically sending a request to said commission sponsors for a transaction report of transactions with registered users of said program.

10. (Original) The method for providing an on-line purchase award incentive program of claim 9, wherein said transaction report is parsed for data regarding registered users and purchases with participating vendors.

11. (Original) The method for providing an on-line purchase award incentive program of claim 1, further including the step of periodically sending a request to purchase points from a points supplier to be credited to the accounts of said registered users of said program.

12. (Original) The method for providing an on-line purchase award incentive program of claim 1, wherein the step of redeeming purchase award points includes a registered user requesting an item from said program web site, and said program web site orders said item from a supplier and arranges delivery of said item to the respective registered user.

13. (Currently amended) ~~The method for providing an on-line purchase award incentive program of claim 4,~~ A method for providing an on-line purchase award incentive program, including the steps of:

providing a program web site;

accepting user registration with said program and storing the name and e-mail address of each registered user in association with a respective program account;

providing a web page listing a plurality of vendors participating in said program, said web page enabling click-through connection to the web sites of any of said participating vendors;

each registered user electively transacting at least one purchase directly with the web site of one of said participating vendors;

establishing an e-mail address for said program web site;

reporting said at least one purchase to said program web site;

crediting the account of the respective registered user with purchase award points according to the dollar amount of said at least one purchase;

reiterating said steps of purchasing, reporting, and crediting to accumulate purchase award points in the respective account of each registered user;

each registered user electively redeeming purchase award points in the respective account for goods and/or services;

wherein a registered user directly contacts and makes a purchase from the web site of a participating vendor, thereafter gives the ~~email~~ e-mail address of said program web site to the participating vendor, and said participating vendor reports the purchase to said program web site.

14. (Original) The method for providing an on-line purchase award incentive program of claim 1, wherein said purchase step is carried out in accordance with the purchase routine established by the web site of the participating vendor without involvement of said program web site.